DYNAMIC PRICING SYSTEM AND METHOD FOR ELECTRONIC STORES

ABSTRACT OF THE DISCLOSURE

A system and method for conducting electronic commerce, includes electronically visiting, by a customer interested in shopping for an item, a comparison shopping site ("CompShop"), and inquiring about the item and comparative prices thereof, running, by the "CompShop", a query on all a plurality of electronic stores it is aware of asking for a price of the item, and selectively determining, by at least one of the electronic stores, an offer price of the item and selectively returning one of a static price and a modified price. The modified price results from the at least one of the electronic stores learning the best (e.g., lowest or highest depending upon the embodiment) offer price received by the CompShop from all of the electronic stores.